

# Delivering the integrated adult careers service through the telephone channel

Developing a seamless service through sharing best practice. How advisers across the phone and face-to-face channels can share ideas and success stories and engage on joint development activities through cluster groups, job shadowing and online forums.

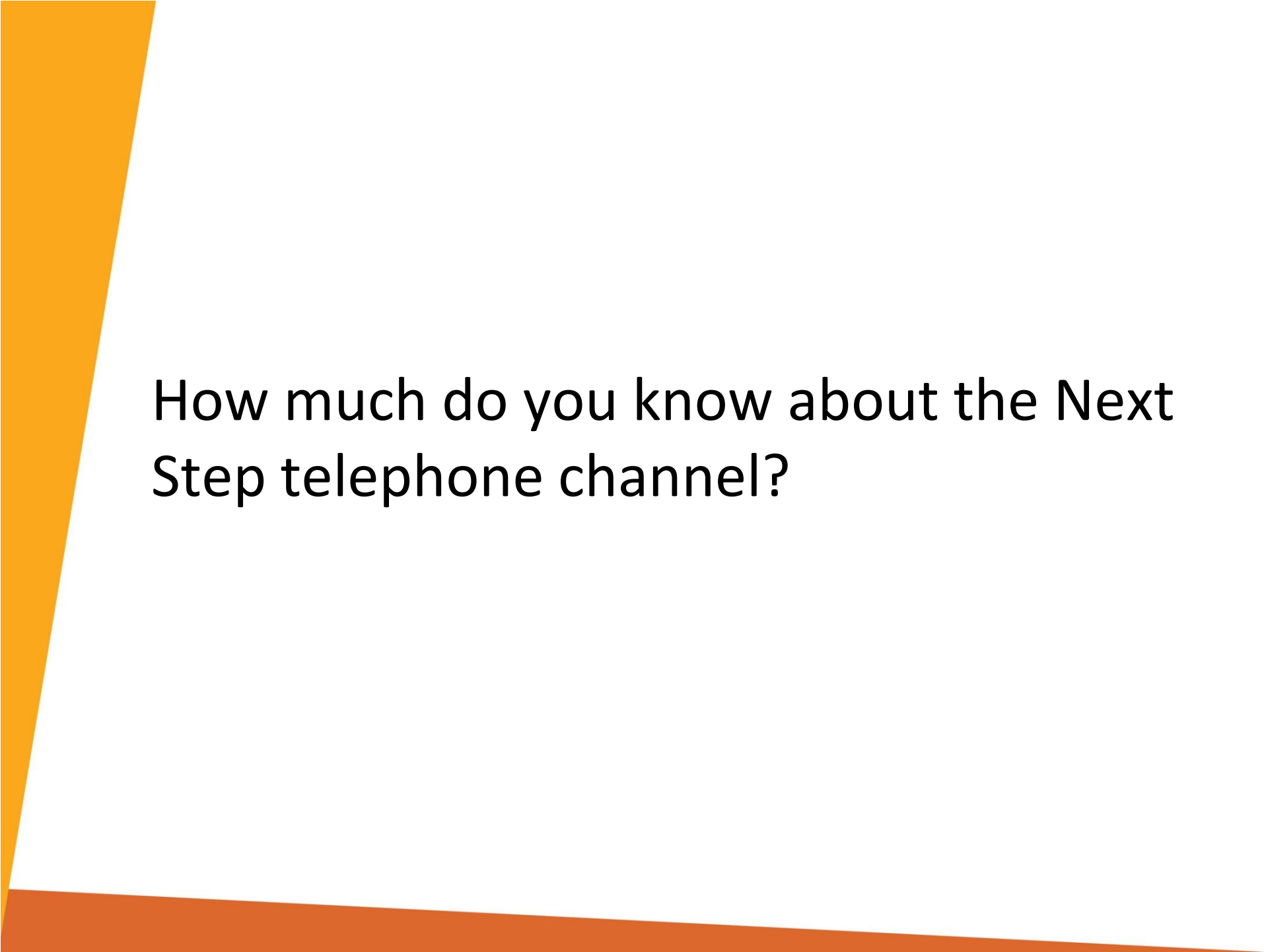
**NEXT  
STEP**

Helping you get on  
in work and life



## Aims

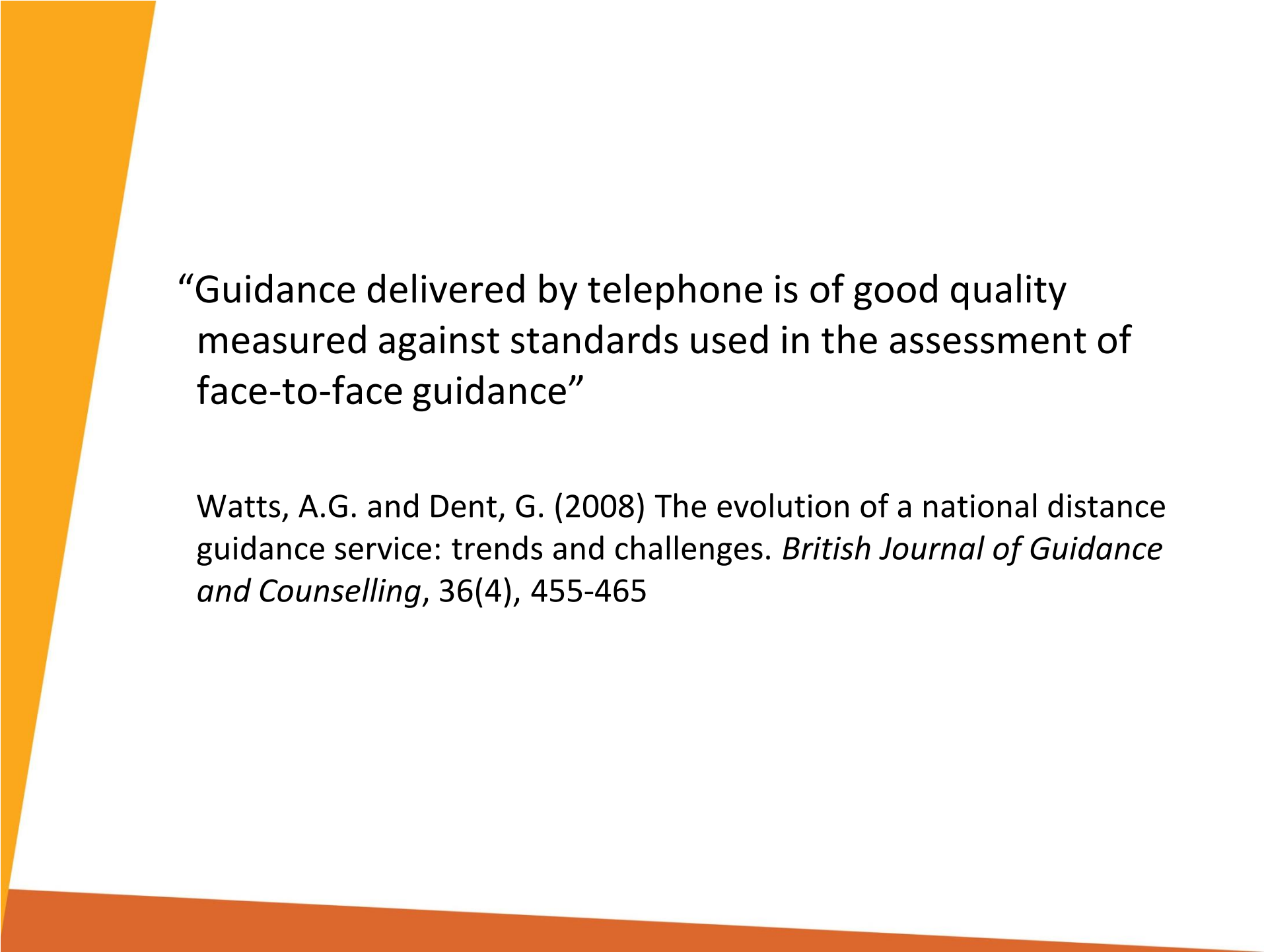
- To put the evolution of the Next Step telephone channel into context
- To explore the concept of a “seamless” service
- To compare ways of identifying CPD across channels
- To identify methods for sharing practice and CPD



How much do you know about the Next Step telephone channel?

# Next Step telephone channel

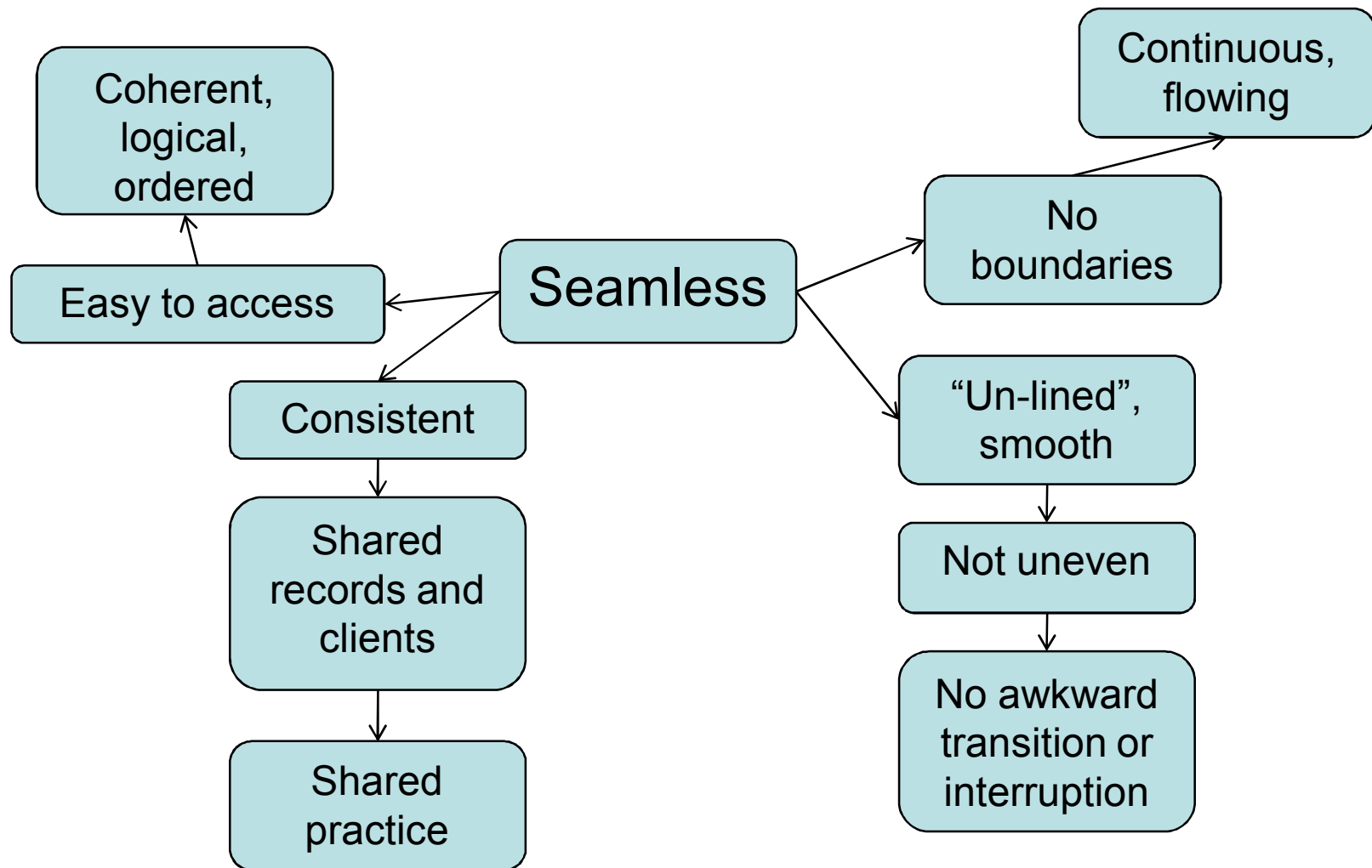
- Established for over 10 years, like many IAG services have gone through many name changes
- National helpline operating over 2 sites – Manchester and Leicester
- Evolution has allowed nurturing of staff through opportunity and development
- All advice advisors qualified to at least NVQ 4 Advice and guidance
- Merged with face to face services 1<sup>st</sup> August 2010
- Media - based helpline – reliance on online information
- Staff help clients via e-mail, online forums and occasionally face to face
- Advisors involved in vodcasts, podcasts, TV and radio appearances and have had articles published in newspapers, magazines and professional journals



“Guidance delivered by telephone is of good quality measured against standards used in the assessment of face-to-face guidance”

Watts, A.G. and Dent, G. (2008) The evolution of a national distance guidance service: trends and challenges. *British Journal of Guidance and Counselling*, 36(4), 455-465

# Seamless – What are your perceptions?



# CPD – Telephone Channel

Quality Team  
led

- Identify best practice and training needs through assessment - GEMINI
- Trial pilot training
- Identify changes in policy
- Identify research and theory to apply to practice
- Identify and highlight resources

Advisor led

- Identify problems in practice
- Identify best practice
- Identify and highlight resources

Workshops  
Buddying/Mentoring  
Cluster Groups  
Call listening  
Research time

Facilitated cross sites via  
internal forums  
(e-portfolio) and external  
online forums (NVQ)

# e-portfolio

UFI Freefolio - Microsoft Internet Explorer provided by BSS

http://reflective.freefolio.net/wp-forum/

File Edit View Favorites Tools Help

UFI Freefolio

bss providing the vital link

UFI Freefolio Community Forum

Search

Community Forum Resources

FreeFolios

### Latest Discussions

TOPIC — ADD NEW >	POSTS	LAST POSTER	FRESHNESS
Identifying Clients Guidance Issues - call listening cluster group	1	kathymackay	3 hours
So you want to be a space scientist?	1	ah42	1 month
Personal statements	2	monksm	1 month
What to do?	1	monksm	1 month
Fairy Job Mother	7	traceyb	1 month
Bullying at work.	12	zubes	1 month
The relevance of pragmatism	6	lindseyp	2 months
Can't decide which career option to take? - Don't worry there's an App for that!	1	katebrady	2 months
An all-age careers service?	2	wenna	2 months
Lighthearted: Song of the Decade	18	penchan	2 months
Virtual IAG the way forward?	3	katebrady	2 months
02.06.10. Identifying Clients Guidance Issues	22	oliver1	3 months
Anyone trying to use Swot Analysis in Guidance Calls	4	ah42	3 months
Progression	3	monksm	3 months
Skills Account Cluster Group Workshop	11	lindseyp	3 months
How do you visualise your career?	2	wenna	3 months
How to setup an independent travel agents.	7	sayima1	3 months
Toolkit Call Listening Cluster Group	2	penny	4 months

### Hot Tags

- August cluster Book Club
- books reading recommend public
- career guidance ICG deirdre hugh
- Careers advice cluster groups
- CV CV Support CVBUILDER
- diagnosing AACs
- disabled disability guidance clie
- Dream job E-portfolio review
- extension
- facilitative exploration
- Facilitative brainstorming cluste
- Failure Interviews Job title
- lifespace LMI recession
- logo branding re-branding
- luck summer positive
- matching skills
- May Skills Account Workshop
- metacognition Monty Python
- NEXT STEP pragmatism quality f
- online applications
- over qualified for job
- Ownership Decision making

start | Inbo... | Document1 - Microsof... | Microsoft PowerPoint... | UFI Freefolio - Micros... | Internet | 100% | EN | 15:39



# GEMINI – Advisor assessment tool

Gemini 2007 - Microsoft Internet Explorer provided by BSS

http://marwb001/gemini/Session.aspx?SectionID=0&QuestionID=0&AnswerID=0&QuestionnaireID=0&QuestionnaireRecID=99532&SessionID=0&UserID=3308&UserFullName=O

File Edit View Favorites Tools Help

Gemini 2007

**bss gemini - providing the vital link**

DATE: 05.10.2010 OPERATOR: Kate Brady AUTO SIGN-OUT: N/A FLAGS: MP LAST SIGN-IN: 01.10.2010 14:59:00

Oliver Burney Users Administration Call Levelling Reports Libra Help Sign Out

Cancel Changes **Session #99532** Save Changes

Monitor: Oliver Burney  
Advisor: Oliver Burney  
Team: learndirect - LD1 Team Michelle  
Questionnaire: CAS Career Coach Guidance Framework Form  
Additional Session: No  
Duration (Mins): 41-45  
Reference: Gemini Example  
Call Date: 05.10.2010 14:30:00  
Campaign/Project: LD - LLA Guidance Service  
Comments: despondent. She is about to come off income support but is adamant that she doesn't want to go on jobseekers. She has an A level in computing, and started but didn't finish a level 3 housing course.  
QC Viewpoint: Jane handles this call very well. The caller seems to want to avoid responsibility for the situation she is in and get Jane to recommend a course of action. Jane manages to sidestep this early on and have a very constructive conversation about opportunities available in the caller's life despite the  
Overall Fail: No

Expand All Collapse All

Greeting

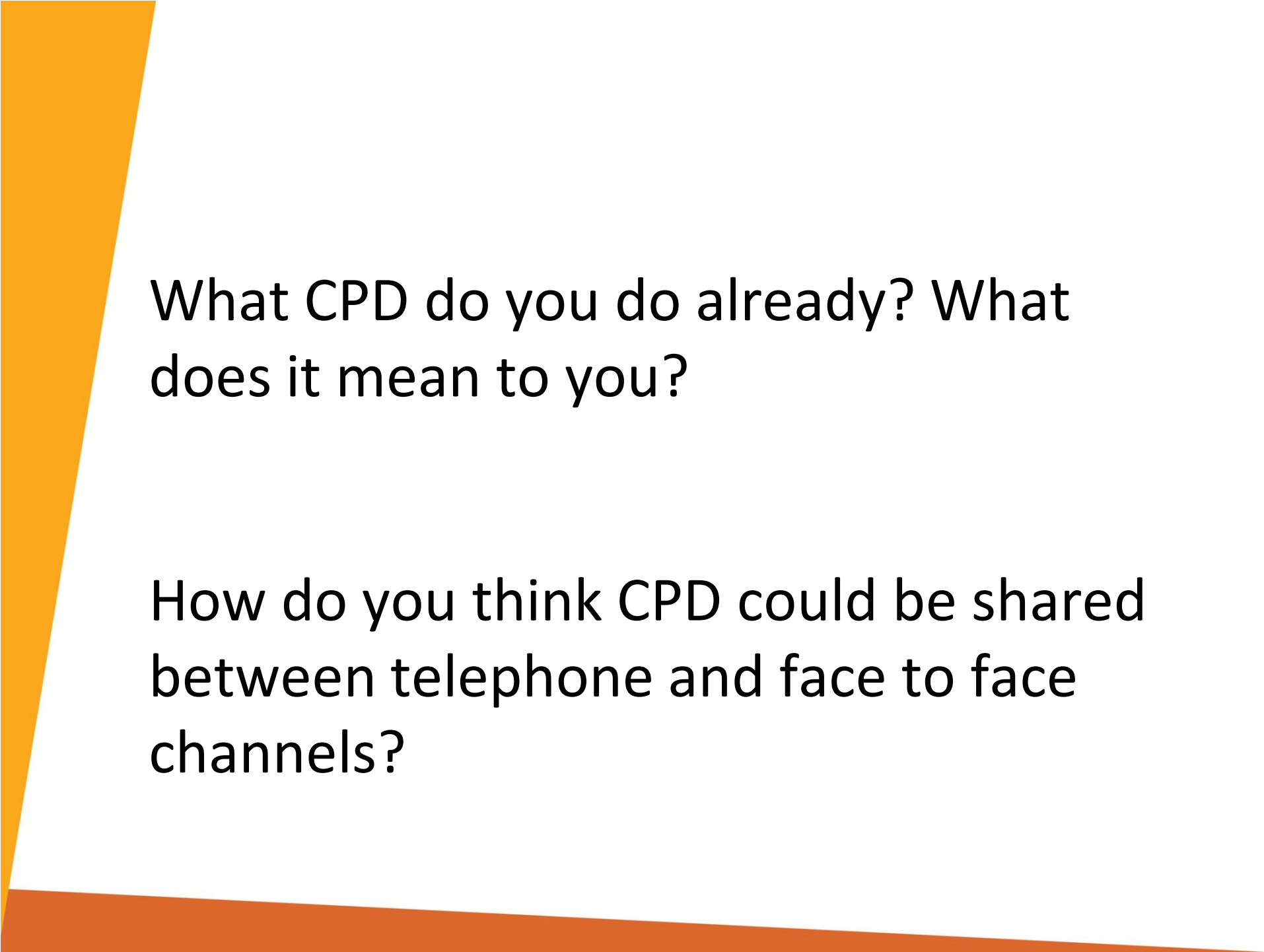
1 (CAS CC GS) To quickly develop a positive working relationship with the caller. Desired Outcomes: 1. Friendly, warm and welcoming greeting introducing the coach. 2. Business contracting. 3. PHR and stats requested when applicable. 3/4

Ascertain Caller's Needs

2 (CAS CC GS) Clarify the callers needs. Desired Outcomes: 1. Purpose for the interview agreed. 2. Barriers or issues addressed. 3. Action plan option introduced. 3/4

http://www.bss.org/ Local intranet 100%

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What CPD do you do already? What does it mean to you?

How do you think CPD could be shared between telephone and face to face channels?



## Next Steps?

- What will you take back to your manager?
- If you are a manager, how will you cascade practice and CPD sharing across the service?

Want to know more or see us in action?

- [partnerships@bss.org](mailto:partnerships@bss.org)